

PROJECT NUMBER: 8101
PROJECT TITLE : Cigarette Testing Services
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PERIOD COVERED : July, 1991

I. MARKET ACTIVITY

A. Objective: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. Results:

Domestic - New Brands

R. J. Reynolds is test marketing Camel Ninety99Nines 100 (Box) (18 mg tar, 1.3 mg nicotine) and Camel Lights Ninety99Nines 100 (Box) cigarettes (10 mg tar, 0.8 mg nicotine). These are box line extensions of the Camel Full Flavor and Lights versions. These cigarettes were picked up in California, although the geographic extent of this introduction is still undetermined.

Brown & Williamson is nationally distributing Raleigh Extra Non-Filter (24 mg tar, 1.3 mg nicotine) cigarettes at sub-generic prices.

Lorillard is test marketing True Long Size (Box) (5 mg tar, 0.4 mg nicotine) and True 100 (Box) (6 mg tar, 0.5 mg nicotine) cigarettes. The test market areas designated for this product are predominately strong True and box category markets. These cigarettes were received from Maine and New Hampshire.

Lorillard is test marketing Old Gold 100 (19 mg tar, 1.4 mg nicotine) and Old Gold Lights 100 (13 mg tar, 1.0 mg nicotine) as branded generics in Kentucky. During June, Old Gold will be tested in Montana as a branded generic. Old Gold is still being sold as a full margin product in all other locations. These products are identical in packaging to the full margin products already on the market.